

CHANGES INCORPORATED INTO THE AMPS® JULY-DECEMBER 2014 QUESTIONNAIRE

Following is a summary of the changes to the contents as agreed upon in the compilation of AMPS®, RAMS® and the Product Research & Activities questionnaires for July-December 2014.

1. MEDIA

1.1 Print

New Titles:

- | | |
|------------|--------------------------|
| man Magnum | - Monthly Magazine |
| SPORTSCLUB | - Monthly Store Magazine |

Deleted Titles:

- | | |
|-----------|--------------------|
| FHM | - Monthly Magazine |
| PCFormat | - Monthly Magazine |
| Real | - Monthly Magazine |
| seventeen | - Monthly Magazine |

Changed Frequency:

- | | |
|-----------------|--|
| ELLE DECORATION | - Six-weekly, previously alternate monthly |
|-----------------|--|

Name Changes:

- | | |
|-------------|---------------------------|
| Beeld (Sat) | - previously Naweek Beeld |
|-------------|---------------------------|

Newspaper supplements:

Daily Newspaper supplements:

Deleted Supplements:

- | | | |
|---------------|---------|------------|
| CAPE TIMES | Monthly | : Play |
| DAILY SUN | Daily | : SunSport |
| THE HERALD | Weekly | : Leisure |
| THE MERCURY | Monthly | : Play |
| PRETORIA NEWS | Monthly | : Play |
| THE STAR | Monthly | : Play |

Changed Frequency:

- | | | |
|---------------|-----------|--------------------------------|
| PRETORIA NEWS | Workplace | - Weekly, previously bi-weekly |
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Name Changes:

- | | | |
|------------|------|---------------------|
| BEELD | Sake | - previously Sake24 |
| DIE BURGER | Sake | - previously Sake24 |
| VOLKSBLAD | Sake | - previously Sake24 |

Other Changes:

- Ezezimoto is now published in the Friday edition of Isolezwe (previously on Thursdays).
- Condé Nast House & Garden is only published in English (previously there was an Afrikaans edition too).

Weekly Newspaper supplements:

New Supplements:

- | | | |
|--------------|--------|----------------------|
| CITY PRESS | Weekly | : t# trending |
| WEEKEND POST | Weekly | : My Home & Property |

Deleted Supplements:

CITY PRESS	Weekly	: C (Careers 24)
	Weekly	: % bt
	Weekly	: S (Sports)
BEELD (Sat)	Weekly	: By
	Weekly	: Naweek+
	Weekly	: Sake24
RAPPORT	Weekly	: Boeke
	Weekly	: Loopbane24
	Weekly	: My tyd
	Weekly	: Sport24
SATERDAG VOLKSBLAD	Weekly	: By
	Weekly	: Naweek+
	Weekly	: Sake24
SUNDAY SUN	Weekly	: Sun Life
WEEKEND POST	Weekly	: My Weekend

Name Changes:

DIE BURGER SATERDAG	Sake	- previously Sake24
CITY PRESS	Business	- previously B (Business)
	Voices	- previously V (Voices)
RAPPORT	Sake	- previously Sake24
	W (Weekliks)	- previously Weekliks
SUNDAY TIMES	LS (Lifestyle Magazine)	- previously Lifestyle Magazine
SUNDAY TRIBUNE	Travel	- previously SM Sunday Travel

1.2 Electronic Media**Television****TV Equipment:**

In the questions asking about the type of TV set/s in the home, Plasma/LCD/LED has been expanded to include Flat screen TV.

TV Viewing:**i) DStv:**

The number of channels and costs for the various DStv subscription options have been updated.

The definition of the DStv HD PVR has been updated.

The following changes has been made to the list of **DStv** channels:

- Discovery HD Showcase has been removed from the list of exclusive HD channels.
- Discovery Channel is available on the standard list of DStv channels, but viewers with an HD PVR will view the channel in HD mode.
- The ED channel is now on channel 190 (previously on 318)

ii) StarSat (previously TopTV):

The number of channels for the various StarSat subscription options have been updated.

The following changes have been made to the main list of **StarSat** channels:

- Star Movies 1 +2 - new
- eAfrica+ - deleted
- eKasi+ - deleted
- eMovies+ - deleted
- KidsCo - deleted
- Star Africa 1 - deleted
- Star Africa 3 - deleted
- Star Chinese 1 - deleted
- Star Chinese 2 (in English) - deleted
- Star Chinese 3 - deleted
- Star Kungfu 2 - deleted
- Star Movies +2 - deleted
- Star Movies 2 - deleted
- Star Movies 3 - deleted
- Star Novela 2 - deleted
- Star Series 2 - deleted
- TLC (Discovery TLC) - deleted
- Smile of a Child - previously Smile
- Unitel Classica - previously Classica

The descriptions of the StarSat Indian and StarSat Chinese cultural packages have been amended to include the number of channels and cost per package.

The following changes have been made to the StarSat Indian and StarSat Chinese cultural package lists:

Chinese:

- Tian Jin - new
- Star Chinese Music - deleted
- BTV - previously Beijing TV
- CCTV Entertainment - previously Mandarin Entertainment
- Phoenix Info - previously Phoenix Info News Channel
- Star Chinese Movies + Series - previously Star Chinese Variety

Indian:

- Star Bollywood HD has been removed from the list of exclusive StarSat Indian channels as both Star Bollywood and Star Bollywood HD are available on the standard list of DStv channels.

iii) OPENVIEW HD:

The following changes have been made to the list of OPENVIEW HD channels:

- Bi-Cars TV - new
- Ekurhuleni TV - new
- UCNB - new
- Spirit Word Channel - previously Spirit Word Ministries

Radio

The list of radio stations has been updated according to the new July-December 2014 diary (See 3. *RADIO DIARY below*)

2. PRODUCTS/SERVICES

2.1 Durables

In the question asking the type of new TV purchased in the past 12 months, Plasma/LCD/LED has been expanded to include Flat screen.

3. RADIO DIARY July-December 2014 (compared to January – June 2014)

The list of radio stations on the Radio Diary has been updated.

The following are the changes to the list of radio stations for the July-December 2014 Diary (compared with the January - June 2014 Diary).

3.1 Commercial Radio Stations

657AM Radio Pulpit/ Radiokansel	- previously Radiokansel/Radio Pulpit
Power 98.7	- previously Power FM
Rise FM	- previously MPowerFM
Radio 2000	- previously 2000FM

3.2 Community Radio Stations

Gauteng:

103 Hope FM	- previously Hope FM
Merafong FM 106.5	- previously Merafong FM

North West:

Bophirima FM	- new
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KwaZulu-Natal:

Ugu Youth Radio 93.4FM	- previously Ugu Youth Radio FM
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Western Cape:

Gateway Radio 89.6 FM	- new
Heart Beat FM	- new
97.3 FM Top Stereo	- previously Moo 97.3 FM

Mpumalanga:

Radio Kragbron 93.1/104.9FM Stereo	- previously Radio Kragbron 93.1FM Stereo
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4. **PRODUCT RESEARCH AND ACTIVITIES QUESTIONNAIRE** **July - December 2014 (compared to January - June 2014)**

There have been no changes to the July - December 2014 Product and Activities Questionnaire (compared with the January - June 2014 questionnaire)

4.1 **Branded Product Category Section**

There are **114** Categories and **1516** brands in the July-December 2014 Product Questionnaire. The following list incorporates all the product categories in the order in which they appear in the questionnaire.

Product Categories:	Comments:	Frequency of Usage/ Purchase:
Coffee - Instant		Drank yesterday
Coffee - Ground		Drank yesterday
Tea (not Rooibos)		Drank yesterday
Rooibos Tea		Drank yesterday
Hand-held Ice creams		Eaten past 7 days
Chocolate coated bars/ Candy-coated Chocolates		Eaten past 7 days
Chocolate Slabs		Eaten past 7 days
Chewing Gum/ Bubble Gum		Eaten past 7 days
Sweets		Eaten past 7 days
Yoghurt/ Drinking Yoghurt		Eaten past 7 days
Potato Chips/ Similar Savoury Snacks		Eaten past 7 days
Fresh Milk		Used past 7 days
Mayonnaise/ Salad Cream		Used past 7 days
Bath Bubbles/ Oil/ Salts		Used past 7 days
Shower Gel/ Body Wash		Used past 7 days
Shaving Cream		Used past 7 days
Acne Preparations		Used past 7 days
Anti-dandruff Shampoo		Used past 7 days
Shampoo (excl. Anti-dandruff)		Used past 7 days
Hair Conditioner		Used past 7 days
Hair Styling Products		Used past 7 days
Hand / Body Cream/ Lotion/ Oil		Used past 7 days
Facial Products		Used past 7 days
Aerosol Deodorant/ Anti-perspirant		Used past 7 days
Non-aerosol Deodorant/ Anti-perspirant		Used past 7 days
Fruit Juice Concentrates		Consumed past 7 days
Fruit/ Vegetable Juice (Ready-to-drink)		Consumed past 7 days
Fizzy Drinks - Diet		Consumed past 7 days
Fizzy Drinks		Consumed past 7 days
Sports Drinks		Consumed past 7 days
Energy/ Stimulant Drinks		Consumed past 7 days
Flavoured Alcoholic Beverages		Consumed past 7 days
Liqueur		Consumed past 7 days
Beer/Draught		Consumed past 7 days
Sorghum Beer		Consumed past 7 days
Wine - Bottles		Consumed past 7 days
Wine - Boxes/Jugs		Consumed past 7 days
Fortified Wine		Consumed past 7 days
White Spirits (Cane/ Gin/ Vodka)		Consumed past 7 days
Brandy		Consumed past 7 days

Whisky		Consumed past 7 days
Rum		Consumed past 7 days
Other Spirits		Consumed past 7 days
Instant Pasta		Used past 4 weeks
Iced Tea		Consumed past 4 weeks
Sparkling Wine/ Champagne		Consumed past 4 weeks
Condensed/ Evaporated Milk		Used past 4 weeks
Razor Blades/Disposable Razors		Used past 4 weeks
Indigestion Remedies/ Antacids		Taken past 4 weeks
Throat/ Sinus Remedies		Taken past 4 weeks
Cough/ Cold/ Flu Remedies		Taken past 4 weeks
Headache Pills/ Capsules/ Powders		Taken past 4 weeks
Hair Colourants		Used past 6 months
Mineral Water		Bought past 7 days
Milk Powder		Bought past 7 days
Bread		Bought past 7 days
Wet Cat Food (Tins/ Pouches)		Bought past 7 days
Dry Cat Food		Bought past 7 days
Wet Dog Food (Tins/ Packets)		Bought past 7 days
Dry Dog Food		Bought past 7 days
Vitamins/ Supplements		Bought past 4 weeks
Slimming Pills/ Powder/ Liquid		Bought past 4 weeks
Baby Food		Bought past 4 weeks
Infant Cereal/ Baby Porridge		Bought past 4 weeks
Infant Formulae		Bought past 4 weeks
Disposable Nappies		Bought past 4 weeks
Toilet Cleaners (bottles/ cans)		Bought past 4 weeks
Toilet Blocks/ Liquid Refills		Bought past 4 weeks
Toilet Paper		Bought past 4 weeks
Liquid Household Cleaners		Bought past 4 weeks
Antiseptics		Bought past 4 weeks
Air Freshener		Bought past 4 weeks
Hand Dishwashing Liquid		Bought past 4 weeks
Machine Dishwasher Powder/ Tablets		Bought past 4 weeks
Spreads		Bought past 4 weeks
Chocolates Assorted		Bought past 4 weeks
Creamers		Bought past 4 weeks
White Sugar		Bought past 4 weeks
Brown Sugar		Bought past 4 weeks
Instant Meals		Bought past 4 weeks
Soup		Bought past 4 weeks
Pasta		Bought past 4 weeks
Fresh/ Frozen Chickens		Bought past 4 weeks
Frozen Vegetables		Bought past 4 weeks
Frozen Potatoes/Chips/Wedges/Fries		Bought past 4 weeks
Tinned/ Canned Fish		Bought past 4 weeks
Ice Cream Tubs		Bought past 4 weeks
Savoury Biscuits		Bought past 4 weeks
Biscuits (not rusks or savoury biscuits)		Bought past 4 weeks
Breakfast Cereals		Bought past 4 weeks
Porridge that you cook		Bought past 4 weeks
Margarine/ Butter - Brick		Bought past 4 weeks
Margarine/ Butter - Tub		Bought past 4 weeks
Cheese (types)		Bought past 4 weeks
Long-life Milk		Bought past 4 weeks
Flavoured Milk (hot/cold)		Bought past 4 weeks
Mealie Meal		Bought past 4 weeks

Rice		Bought past 4 weeks
Sauces		Bought past 4 weeks
Hand/ Body Soap		Bought past 4 weeks
Toothpaste		Bought past 4 weeks
Facial Tissues		Bought past 4 weeks
Washing Powder/Liquid		Bought past 4 weeks
Fabric Softener		Bought past 4 weeks
Batteries		Bought past 4 weeks
Insecticides/ Repellants		Bought past 4 weeks
Cosmetics/ Make-up		Bought past 4 weeks
Sanitary Pads		Bought past 4 weeks
Tampons		Bought past 4 weeks
Herb/ Spice Bottles/ Boxes		Bought past 6 months
Toothbrushes		Bought past 6 months
Healing Ointment/ Sprays		Bought past 6 months
Household Paint		Bought past 6 months
Sugar (Spoons of)		Used Yesterday